

**THE REPUBLIC OF TURKEY**

**BAHCESEHIR UNIVERSITY**

**THE EFFECTS OF INFLUENCER  
MARKETING ACTIVITIES ON Y  
GENERATION'S PURCHASE INTENTIONS**

**Master's Thesis**

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**ISTANBUL, 2019**



**THE REPUBLIC OF TURKEY**

**BAHCESEHIR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES  
MASTER OF BUSINESS ADMINISTRATION PROGRAM**

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**Thesis Supervisor: Assoc. Prof. Ahu ERGEN**

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## ABSTRACT

### THE EFFECTS OF INFLUENCER MARKETING ACTIVITIES ON Y GENERATION'S PURCHASE INTENTIONS

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Today, the effects of traditional marketing methods and tools on consumers have decreased considerably. Thanks to technological developments, individuals can quickly access the information they want and they can state their opinions through different platforms with a single click. On the other hand, the efforts of marketers to reach users through social media have revealed many new concepts. One of the most important one is Influencer marketing. This study seeks to explore whether influencer marketing activities differ from brand's own marketing activities. Also, effectiveness of influencer marketing activities in terms of creating purchase intention through social and emotional values in Y generation is researched. 17 questions were asked about a recent sample influencer marketing campaign via the Qualtrics.com website, and it was questioned whether influencer marketing activities have significant difference according to the brand's own marketing activities or not. The findings show that; there are no significant difference between influencer marketing activities and brand's own marketing activities, however when social and emotional values occur, purchase intention increases accordingly.

**Keywords:** Influencer marketing, Social media, Consumption values, Y generation

## ÖZET

### ETKİLİ KİŞİ (INFLEUNCER) PAZARLAMASI AKTİVİTELERİNİN Y JENERASYONU'NUN SATIN ALMA EĞİLİMLERİNE ETKİSİ

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Günümüzde geleneksel pazarlama yöntemleri ve araçlarının tüketiciler üzerindeki etkileri oldukça azalmıştır. Teknolojik gelişmeler sayesinde bireyler erişmek istedikleri bilgilere hızlıca erişebilir, ve ilgili düşüncelerini tek tıkla dünyanın farklı köşelerine aktarabilir hale geldiler. İnternet kavramının hayatımızda büyük yer kaplaması ile birlikte, bireyler sosyal medya platformlarında uzun süreler geçirmeye başladılar. Öte yandan, pazarlamacıların kullanıcılara sosyal medya aracılığıyla ulaşma çabaları birçok yeni kavramı ortaya çıkardı. Etkili kişiler üzerinden yapılan pazarlama çalışmaları da bu yöntemlerin başında gelmektedir. Araştırmada; etkili kişilerin yaptıkları paylaşımların, Y jenerasyonu için markanın kendi paylaşımlarına göre fark yaratıp yaratmadığı ve sosyal ve duygusal değerler aracılığıyla satın alma eğilimi yaratıp yaratmadığı incelenmiştir. Qualtrics.com internet sitesi üzerinden nüfuz pazarlaması çalışmaları ile ilgili güncel bir örnek kampanya üzerinden 17 soru sorularak, etkili kişilerin marka ile birlikte yaptıkları iş birliğinin markanın kendi paylaşımlarına göre farklı olup olmadığı ve etkili kişi paylaşımlarının Y jenerasyonu için satın alma eğilimi yaratıp yaratmadığı sorgulanmıştır. Çalışma sonuçlarına göre etkili kişi pazarlama aktiviteleri ile markanın kendi pazarlama aktiviteleri arasında dikkate değer bir fark görülmemektedir, ancak sosyal ve duygusal değerler tetiklendiğinde satın alma eğiliminde artış görülmektedir.

**Anahtar Kelimeler:** Nüfuzlu kişi, Sosyal medya, Tüketim değerleri, Y jenerasyonu

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## 1. INTRODUCTION

According to the internet usage and social media statistics in 2018, 53 (percent) of the world's population (4.02 billion) was registered as internet users and 42 (percent) of the world's population (3.19 billion) was registered as social media users (Kemp 2018). In parallel, rapid integrations of technological developments especially on internet changed message strategies that marketers use in advertising. Especially with the emerge of social media, the way advertisers reach and communicate to their target audiences has evolved. Applications like Facebook, Twitter, Instagram and YouTube effect brands' advertisement strategies, content of their messages and structures. Social media is an important communication tool that makes it easier for people to be able to interact and communicate with each other (Solmaz 2013).

The Internet is separated from the traditional mass media (television, radio, newspaper, etc.) with its structure that can be accessed from anywhere and anytime in the world. While the traditional mass media communicated unidirectional with the consumer, the Internet was the beginning of a new era in advertising and message strategies. Because it's bidirectional, it's much quicker to reach anything and getting instant response is possible.

With the increasing use of social media by individuals, marketers have begun to look for ways to reach consumers through these channels. One of the methods that result from these searches is to use influencer as advertisement channel. Influencer marketing continues to evolve as an area where advertisers involved it in their different marketing mixes and allocate effective budgets for it.

Social media influencers are considered reliable and loved by their followers. Since they can create sincere and original content, advertisers use them as beneficial source (Kurutz 2011).

This study seeks to explore whether influencer marketing activities differ from brand's own marketing activities or not. After that, through perceived social and emotional

values, effectiveness of influencer marketing activities in terms of creating purchase intention examined.

In the first part of the literature review, technological developments and evolution of Internet mentioned and social media term explained in detail. After that, global and local popular social media statistics and platforms given.

In the second part of the literature review, starting from the word of mouth marketing, viral marketing and influencer marketing were mentioned.

In third part of the literature review, consumption values theory of Sheth (1991) mentioned and especially social and emotional values are critical. After that, definition and importance of Y generation stated and theoretical model is developed accordingly.

Within the framework of the main purpose of research, the following questions were asked:

*Research Question 1:* Are there any difference between influencer's post and brand's own post in selected product in terms of creating purchase intention?

*Research Question 2:* Do influencer marketing activities create social and emotional value?

*Research Question 3:* Do social and emotional values effect purchase intention?

Influencer and influencer marketing terms are relatively new terms which are used in last decade. Literature review shows that influencer marketing advertisement expenses are increasing considerably. However, there are very few researches made in order to understand relation between influencer marketing activities and consumption behavior in developing economies like Turkey (Alişarlı & Eken 2018). This study is considered to be a contribution to this gap on the literature.

## **2. LITERATURE REVIEW**

### **2.1 SOCIAL MEDIA**

Social media term is quite new term which exist in our life for less than two decades. After internet became fundamental part of individual's life, marketing activities also began to form in internet. There are several forms of marketing activities on internet but some of them seen to be unique for social media.

#### **2.1.1 Development of Internet**

History of Internet begins with establishment of first computer network which is called "ARPANET" on 1969 used by US department of defense. Then, in 1989 Tim Berners-Lee has found web 1.0 which is building block of today's technological developments (Castells 2003). With the need for web pages to be edited and new information entries led to a new, more developed structure called web 2.0. The Internet has been commercialized in 1992 and has offered many things that are free and instantaneous. Television transmits only a one-way message to people, thanks to web 2.0 on the internet, people can establish a two-way communication with many people gathered around their interests and their world views. Websites like Instagram, Facebook have been created thanks to web 2.0 technology, where users can easily interact each other (Akar 2010).

#### **2.1.2 Social Media Term and Features**

With the widespread use of the Internet in our age, new forms of communication tools have emerged. Although there's no strict definition of social media, it can be defined as web sites which are generally based on web 2.0 technologies and enables community building and interaction between individuals (Akar 2010). In traditional media such as television, newspaper, radio or magazines there's one-way communication. Consumer may be faced with unwanted or irrelevant advertising content. There's no chance of getting instant feedback about the content. By help of social media networks anyone can

create a content and reach millions of people. This also allowed advertisers to reduce cost of advertisement and they can reach their targeted audience easily.

According to the Mayfield (2008), social media includes one or most of following key features.

- i) Participation: Social media is an environment where everyone can participate and intervene.
- ii) Openness: Most social media services are open to interaction and support commenting and sharing of information.
- iii) Conversation: In social media, the spreading content allows for mutual communication and the communication is bi-directional.
- iv) Community: Social media enables communities to create common interest or experience areas such as following a music band.
- v) Connectedness: Many social media platforms are interconnected and one post can be shared in different platforms.

The most important feature of social media is that; you can create, share, modify and dispel an opinion. Anyone with an Internet connection can be part of the system, can share opinions and reserves the right to change or delete the opinion at any time (Evans 2009). In other respects, it should be kept in mind that mentioned unlimited information are not always true.

Thanks to the speed offered by the Internet great distances can be overcome. It is possible to reach another corner of the world by sending e-mails or posts through social media in a short period of time like seconds.

With its unique features, Social Media opens its doors to an unlimited world. Users can search any topic and share a related content immediately. With help of this instant and updated news feed individuals can follow current issues and that's why social media is ahead of traditional media. In terms of advertiser's perspective, it's much easier to calculate return of investment of advertising expenses. Advertiser can check reach and

engagements with detailed analysis whenever they want. On the other hand, it's difficult and expensive to measure how many people saw the content of traditional media such as magazines, newspapers or open-air media like billboards.

In the traditional media; media owners who were the distributors of the content, had control over the transfer and distribution of information in a one-way way to the audience. On the other hand, in the social media, the opposite situation arose and the consumers became the creator of the content and started to disseminate the contents they created with social media tools. Now, the audience has moved from passive to participatory, active and distributor, and thus consumers can reach a wide audience by creating public opinion (Lincoln 2009).

### **2.1.3 Popular Social Media Platforms**

Most popular Social Media Tools are social networking apps (Facebook, Twitter, Instagram), video sharing apps (YouTube, Vimeo), blogs (blogger.com, WordPress), professional networking apps (LinkedIn). (Dawley 2009).

The number of people who use social media is considerably high. According to the statista.com (2019) data; Facebook has 2.32 billion monthly active users, YouTube has 1.9 billion monthly active users., Instagram has 1 billion monthly active users, Twitter has 321 million monthly active users. And there more than several billions active users on other platforms like WhatsApp, WeChat, QQ, TikTok, Snapchat. Monthly active users mean separate individuals who used mentioned platforms at least one-time past month.

On the other hand, in terms of average time spend on social media, according to the Salim (2019), average time spent on social media was 1:30 hours/day at 2012 and 2:22 hours/day at 2018. When considering age, Generation Y and Generation Z has highest rank. In terms of platforms people spend 40 minutes per day at YouTube, 35 minutes per day at Facebook, 25 minutes per day at Snapchat, 15 minutes per day at Instagram (Asano 2017). Since highest social media consumption belongs to Gen Y and Gen Z marketers target those generations for their influencer marketing activities. When comparing Gen

Y with Gen Z; Gen Y now has their own purchasing power since most of them works in a paid job therefore in this research Generation Y will be focused. It's obvious that potential customers are there and power of influence too, according to Bennett (2014), 74 (percent) of consumers purchasing decision affected by social media influence.

According to usage numbers mentioned above, top four popular social media platforms are Facebook, YouTube, Instagram and Twitter.

### **2.1.3.1 Facebook**

Mark Zuckerberg created Facebook at 2004 and it was only open for Harvard University students. Later at 2006 other universities also joined the network and then it became open for public use. Facebook defines itself in their website as; a platform where users interacts with their environment to inspire each other and explore the world. Consumers and businesses use Facebook intensively. Facebook users can share contents such as photos, videos or written posts on their profile page, create an event and invite friends or check user reviews about a product. On the other hand, businesses and brands can create corporate pages and connect with their current and potential customers. Users can use Facebook for different purposes such as finding a friend, sharing a music video, playing games etc. so it offers lots of different features in single application (Akkaş 2015, Koçyiğit 2015).

As a social network giant and multibillion dollars company Facebook acquires many other promising social media platforms. At 2012 Facebook acquired Instagram for 1 billion dollars and at 2014 Facebook acquired WhatsApp for 19 billion dollars which is highest acquisition price in social media networks. (Simplybusiness 2014).

### **2.1.3.2 Youtube**

YouTube is a social media platform where users share and watch video content. Founded by Steve Chan, Chad Hurley and Jawed Karim and at 2006 acquired by Google for 1.65 billion dollars. YouTube reaches 95 (percent) of active Internet users and it's second most visited website in world (alexa.com 2019).

YouTube is very popular for influencer marketing activities since it's a visual tool and lots of individual accepted as Influencer due to their follower number on YouTube.

The term "vlog" is first appeared at 1998 as short use for video blog and with rise of YouTube it became very popular phrase (Maxwell 2006). Instead of sharing opinions in blogs people started to make videos and share them on social media platforms. Usually those vlogs have a theme which can be health, beauty, cars etc. people share and watch personal opinions about any content.

Lots of brands and businesses use YouTube as an informative source for first time product launch. When a company produce a new product, they make videos about it and share on YouTube also individuals can create related contents.

There are advertisements in the beginning of a video and during the video, even though you want to skip the ad you need to watch at least 4-5 seconds. Therefore, users of YouTube frequently exposed to advertisements.

### **2.1.3.3 Instagram**

Instagram founded at 2010 by Kevin Systrom and Mike Krieger. Users can see other user's photos or videos and can share their own photos or videos. Instagram offers variety of filters for editing captured photo or video. It's possible to share a hashtag or location with post. Hashtag (#) is one of the most important features of Instagram since users can make search based on hashtags.

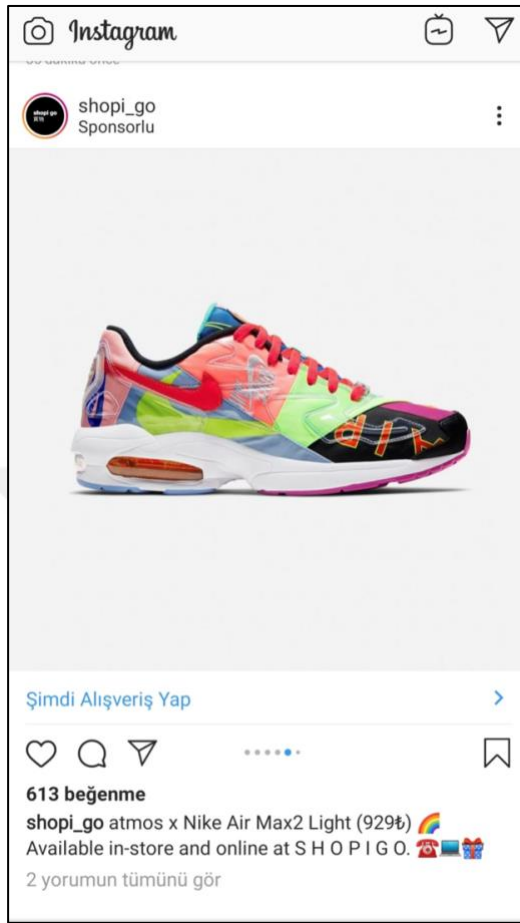
In 2016 Instagram promoted its new feature called "Stories" which is a photo or video stays on users feed for 24 hours and then erased automatically. Also, users can make live streaming through Instagram. Records of mentioned live streams also stays 24 hours in the feed.

Instagram is platform where people from different parts of the world come together and shares inspirational contents. Instagram with its accessibility, story function power and creativity potential; has become a conducive channel for brands in terms of linking between user and brand, giving information about products and services and showing products and services in life. Instabloggers and product placement are in the middle of this relationship.

Instagram allows businesses to access huge audience with diverse ad formats. Advertisements can be as photo or video with direct link related with content i.e.; a restaurant can share a delicious looking meal and below the post you can see “make a reservation” link or a fancy pair of shoes with “shop now” link. One example shown in Figure 2.1.

Instagram provides detailed analytics in order to help advertisers to track how many people saw the content and how many people interacted with it. (Instagram 2019)

**Figure 2.1: Instagram photo advertisement example**



*Source:* Instagram

### **2.1.3.4 Twitter**

Today, the most known microblogging application is Twitter. The application that allows instant messaging with 140 characters. People follow familiar and related topics, while sharing digital content such as pictures, links and videos. People use this application in order to stay in touch with their contacts, to follow the posts of the celebrities they like, to follow the calendar of events of the politicians, writers, educator (Akar 2010). Twitter first appeared in 2006 as a result of the R&D project of an initiative called Obvious in San Francisco. At first, it was only used to provide communication within the company.

In October 2006, it was made available to everyone on the Internet. Today, microblogs have become an application that is used not only for entertainment purposes but also by many political leaders and companies. For example, President of United States of America Barack Obama shared the details of his election campaign via Twitter shows interest in this microblogging application (Koçyiğit 2015).

## **2.2 DEVELOPMENT OF INFLUENCER MARKETING ACTIVITIES**

If businesses can communicate with their stakeholders by using marketing communication tools professionally, then they can achieve success. At this point, one of the most important tools used in marketing communication is advertising (Kocabaş & Elden 2004).

Commercial advertising was not the main purpose of creation of Internet. However, companies were seeking new ways to interact with their potential customer. With increasing number of internet usage, marketers used internet as a source of commercial advertisement (Wallace and oth. 2009).

In years, Internet marketing strategies are evolved and created multi billion dollars industry due to large market penetration of Internet services. Consumer trends and technological improvements are continuously changing and business models are trying to adapt itself accordingly.

One important challenge is what works for a company does not work for another. In years internet users clicks the relevant content or advertisement. So traditional banner, pop-up or email advertisement are not useful anymore. (Fuscaldo 2003). Consequently, advertisers are looking for alternative ways to market what they offer.

Social networking/media websites and applications enable users share content and interact each other. Users usually tents to connect others who have similar interest. Due to popularity of social media many marketers are searching ways to benefit to their advantage. (İskeçeli 2013)

At first people shared opinions about a brand or products in blog posts however reach numbers were very small, after that some discussions forums created and used as a comment and also marketing source. Than discussions forums evolved to review websites and it was more visual and easier to use when comparing with previous platforms. Eventually with popularity of social media, marketing activities mainly moved to there (Cheung & Thadani 2012).

The social media tools detailed in the first chapter of the study created an environment where advertisers could meet their target audience. Through social media tools, which are used by individuals to socialize, have fun, and get information; users share their personal taste, pleasure or demographic data with these social media environments. These data are provided to advertisers by social media tools and commercial advertising activities can be performed. Advertisers prefer new media environments due to the various features they offer. (Valkenburg and oth. 2006)

There are several ways that marketers can use in order to promote a product and engage with potential buyers like paid ads, banners, sponsored ads and word-of-mouth or viral campaigns, influencer ads etc.

### **2.2.1 Word-of-Mouth (Wom)**

Word-of-Mouth (WOM) refers to person-to-person, oral message which is shared between receiver and communicator about a product or service (Haywood 1989). According to a study by Slack (1999), 57 (percent) of people visiting a new website because of personal recommendation which is the highest source of influence. That's why marketer's interests WOM because it's one of the most important driver for consumption and also it's a good indicator for a product's success (Godez & Mayzlin 2004). WOM helped companies for years and they gained lots of profits. Problem for WOM is that; it's not easy to measure the success of WOM. First you need to gather the data since information is shared verbally through personal conversations. Than you need to figure out how to measure that data. Additionally, after measurement you can't be sure about it is related with current WOM or past. High WOM can create high sales in future however

it can just be related with high previous sales (Godez & Mayzlin 2004). WOM is a useful and affordable way to promote products. Marketers can reach mass numbers with small budgets because the customers spread the content by themselves they think it is noncommercial so they can convince other people to buy the product (Buttle 1998).

### **2.2.2 Viral Marketing**

With offerings of technological developments WOM upgraded to a new term called "Viral Marketing" (Kaikati & Kaikati 2004). Because of the Internet viral marketing has become significantly popular, and it differs from WOM in terms of number of reached people. If you want to call it Viral Marketing it should reach much more people comparing to WOM (Godez & Mayzlin 2004, Yang & Allenbay,2003). Customers share product information through social media channels and when it gets high number of view that it's accepted as "Viral". People tend to interest in friends or relatives purchased items instead of unrelated person buys. On the other hands viral activities differs regarding to the product group/segment in terms of generating sales (Leskovec and oth. 2007). Viral success is mostly reached by unsystematic and collective act of sharing, forwarding of advertisement videos.

Wilson (2005) said that viral marketing is kind of virus, first starts with one customer and that customer spread it to another, and continuously that virus spreads until it's infected huge number of people. It can be spread through e-mail, social media channels like Facebook, Twitter, Instagram, YouTube to a friend or person that you don't know. Potential reach is very high since internet usage number is very high in all around the world.

According to Fifer (2006) if a company want to be pioneer in the market, they should try every possible marketing channel in order to maximize their market share. Traditional media channels like TV, radio, newspaper and other printed sources used for a long time and now people are not paying attention to that. So, marketers need new sources to reach their potential customers.

With market developments and changes in customer behavior companies had to become more market and customer positioned. They are trying to create relationship with their potential customer. Brands create new videos, post new products through their social media accounts. And if the content captures a glance, then it could be a potential viral content. In viral marketing activities potential customers are making promotions and create awareness on both product and brand itself (İskeçeli, 2013).

On the other hands from customer perspective, people lost their confidence to traditional marketing communication channels and tools. So, using them alone is not enough to convince customer to purchase. They already became smart, so they can easily recognize persuade attempts and they don't like that (Czinkota 2007).

Looking at total advertisement spend based on platforms it's clear that digital platforms share is increasing remarkably. Also, according to the eMarketer.com statistics, when we consider past rapidly increasing digital advertisement spend, in 2019 its projected that digital advertisement spend will surpass traditional advertisement spend first time in US. (Williamson 2019).

### **2.2.2.1 Successful Viral Marketing**

The key element is to create innovative and interesting content than make it accessible through popular social media channels.

According to Wilson (2005), characteristics of a successful viral marketing;

- i) Give away products, coupons or services
- ii) Should be easy to transfer to others
- iii) Scale fast from small to large
- iv) Benefits from common motivations and behaviors
- v) Uses existing communication channels
- vi) Gets benefit of others' resources

Message of the content or product is very important, it should be carefully designed. The content should immediately get attention of people. Then it should create Interest and Desire. After successfully build and operate this viral marketing activity marketers can expect purchase intention and buys from customers. At early stages of Viral marketing activities e-mails were used. It was easy to share or forward a mail with someone so if a person attracted than they were sharing the content. After establishment of social media channels, they become primer sources like MySpace and Facebook. Depending on social media growth, brands and agencies are allocating bigger budgets on digital advertisements and they are continuously searching cost effective ways. One of these viral strategies has been influencer marketing, which is a type of marketing where you can target a specific person instead of whole audience. (Brown & Fiorella 2013).

### **2.2.3 Influencer Marketing**

Defined as use of key persons who hold influence over their follower or audience in order to create awareness or purchase intention (Brown & Hayes 2008). Billions of people are using social media channels now and they are following each other in order to get their opinions, know about their life and communicate with them. Therefore, some people had relatively high number of followers on their social media channels. Usually celebrity people have high follower number since they are well known in their community but in last decade some regular people also started create their own community and reach high number of followers. Because of their message or interesting content, people started to follow them and usually they have some concepts like fashion, technology, travel, work etc. Those influencers usually share contents about those concepts, they created their own influencing power virally through likes and shares among followers. (Wilcox & Stephen 2013).

Celebrity and Influencer differs from each other from following aspects; celebrities are used as brand faces in order to increase brand awareness and create more revenue because of their reputation and wide reach. So, celebrities are seen by people as advertisers who transfers messages of certain brands for a price. However, influencers can create a content

which is more than just advertising and spread it. Because of influencers create the message from scratch, followers accept the content sincerer (Geppert 2016).

When scrolling in Instagram timeline you see a celebrity recommending a L'Oréal eyeliner or in twitter one of your friend share image of holding Caffè Nero's Coffee Latte; both examples are influencer marketing examples only difference is celebrity gets paid by advertiser but friend not. Concept itself stated as "Virtual World of Mouth" and consumers accepts recommendations from a trusted friend or person easier than brand itself (Woods 2016). Twitter and Annelec made a joint study about which recommendations does customers rely and results shows that 56 (percent) of attendees rely friend recommendations, 49 (percent) rely on influencers (Swant 2016). These results explain motivation behind marketer's trust and use of influencer marketing activities.

Customers are avoiding traditional digital advertisements like banners, pop-up's or direct brand contents. They can use ad blockers to avoid mentioned traditional advertisement and usually skip or ignore brand direct targeted ads. However, they can't do that with influencer. (Coşkun 2018).

Native advertisements, which are adapted to the website content and appear to be a part of the site, have started to be used as an advertising method. The most important feature of native advertisements is that users do not see them as advertisements when they meet these contents and perceive them as a natural interaction. Sometimes those ads are marked as "sponsored" and consumers can understand that content is advertisement. The content should be informative and interesting in order for the natural advertising content to be monitored by consumers with interest. Also, it should be integrated into the appearance of the website on which it is published, far from the advertising image. (Arslan 2017). Usually influencer marketing activities seen as native advertising, it's natural and it looks like advertised product is part of influencer's life.

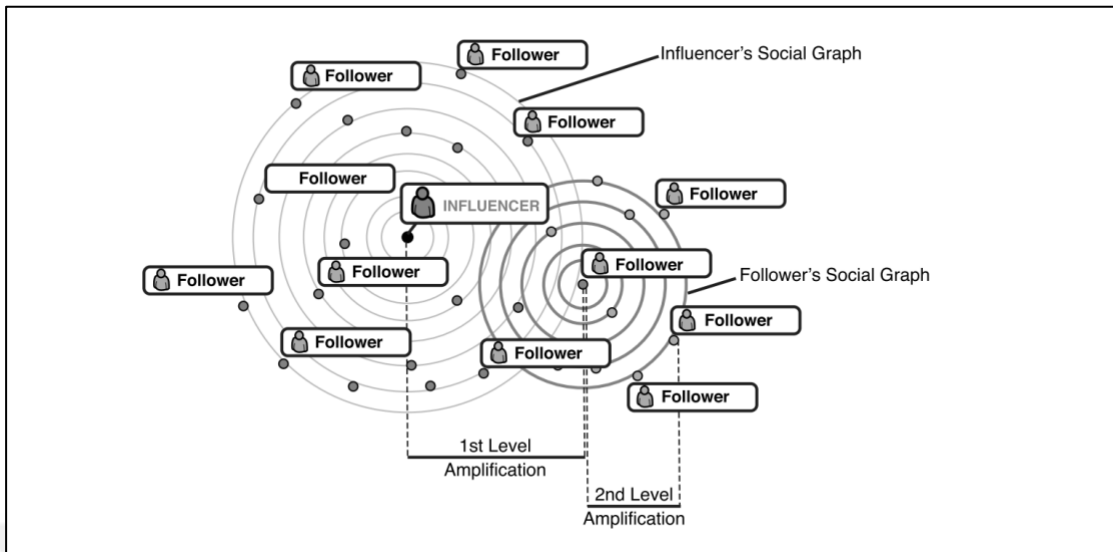
Brands can work with influencers in several ways including sharing sponsored content, post and product replacements; explaining an event or an experience or hosting an event (MediaKix 2016).

Gupta and Lord (1998) stated that product placement strategies occur under three different strategies.

- a) Visual Only: where paying attention to a product without any verbal message. Product itself or brand logo is in foreground. The aim in here is place brand image with visual dimension in consumers mind.
- b) Audio Only: Presenting the product or brand verbally to the consumer without appearing on the screen. The product or brand is positioned in the minds of consumers with the help of oral expressions, without any visual contribution.
- c) Visual and Audio: a combination of above two product placements. Therefore, in such product placements both brand or product image shown and also verbally mentioned. This type is more preferred than other two types.

According to the Fisherman's Influence Marketing model, influencer is at the center of the marketing universe as shown in Figure 2.2. So, marketers should understand who has wide reach, role of influencer and find out what their focus concepts are. In Fisherman's model after identifying potential customer (fish), cast the widest net to catch maximum number of fish possible. Most of marketers use this strategy but it's not customer targeted and campaign life cycle is long (Brown & Fiorella 2013).

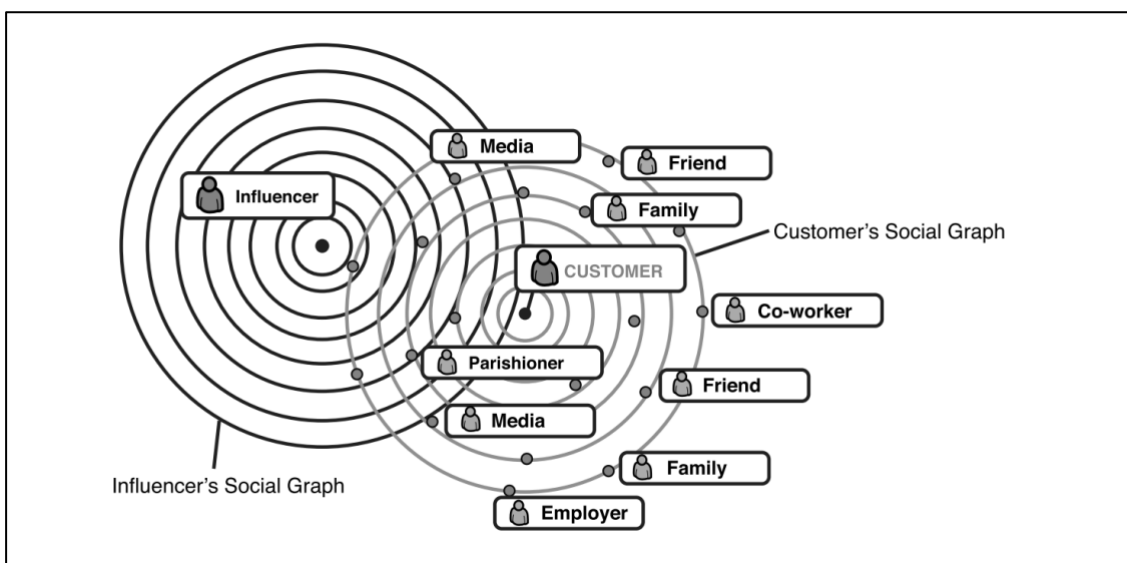
**Figure 2.2: Fisherman's Influence Marketing Model**



Source: Brown & Fiorella, 2013

In other respects, there is alternative model in which customer is in the center. So, there is another universe based on customer. The model called Customer-Centric Influence Model as shown in Figure 2.3. Idea here is to better understand what parameters affects decision-making process of customer and there are many interrelated factors (Brown & Fiorella 2013).

**Figure 2.3: Customer-Centric Influence Model**



Source: Brown & Fiorella, 2013

There are two kinds of influencer type according to Brown and Fiorella (2013). One is Macro Influencer, who has great reach and accepted as authority, sometimes recognizable with a brand from previous collaborations. They have communities and followers accept them as role model and often they have general audience. The other type is Micro Influencer, which is segmented based on situations, they have smaller follower groups but more engagement ratio. Usually they are more involved their follower's decision-making process.

Brown and Reingen (1987) found that influence is affected by strength of the bond in relationship. There is significant difference between weak and strong social ties. Strong ties impact more on decision making process when comparing with weak ties. Together with Duhan and oth. (1997) study if task is difficult to accomplish people tend to rely strong ties but if product includes more technical details consumers tend to rely on weak tie sources. All of mentioned relations on influence at decision making depends on product type.

Like all marketing activities measurement is very important. Marketers use several ways to measure influencer marketing activities. First one is Engagement, number of users who engaged with the post indicates engagement. 84 (percent) of brands use engagement as key indicator. Second one is Impressions, which means number of times person see that specific post. 64 (percent) of marketers use as measurement source. Third one is increase in brand awareness and brand perception. Around 44 (percent) marketers measures both awareness and perception of the brand through social media after influencer marketing activities. Fourth one is website views, after a successful influencer marketing activity it's expected that website views should increase. 30 (percent) of marketers check as an indicator. If the post contains a direct website link than customers can be traced through the post (Conick 2018).

Rebelo (2017) investigated and stated that reliability and attractiveness of an Instagram Influencer affects purchasing decision of follower. Reliable perception of Influencers by the followers has become an effective factor in their purchasing decision. Advertisers

need to consider the Influencer they cooperate with must be reliable by their followers and determine their communication strategies and content accordingly.

CreatorDen which is biggest influencer marketing agency in Turkey market with more than 14.000 registered influencer published a report about influencer marketing activities in Turkey at 2018. According that report;

- i) Globally Influencer Marketing market growth from 1.1 billion dollars to 1.5 billion dollars.
- ii) In Turkey, market size is 30 million Turkish liras.
- iii) Instagram is the most widely used platform for Influencer Marketing activities with 48 (percent) share, Facebook has 21 (percent) share, YouTube has 16 (percent) share and Twitter has 15 (percent) share.
- iv) Widely used advertisement category is Beauty and Make-Up with 19 (percent) share, fashion has 18 (percent) share, Travel has 13 (percent) share, Lifestyle has 12 (percent) share, Food has 12 (percent) share and 29 (percent) share belong to other categories which includes Health, Art, Books, Movies, Fitness, Sports, Night Life etc.
- v) Average follower number for each platform is; 63.000 on Facebook, 59.000 on Twitter, 47.000 on Instagram and 41.000 on YouTube.
- vi) In 40 (percent) of the campaigns brand send product to the Influencer for promoting.
- vii) When we look at campaign budgets 32 (percent) of campaigns have 0-5.000 TL budget, 20 (percent) of campaigns have 5.000-10.000 TL budget, 17 (percent) of campaigns have 10.000-20.000 TL budget, 12 (percent) of campaigns have 20.000-50.000 TL, 10 (percent) of campaigns have 50.000-100.000 TL, 9 (percent) of campaigns have more than 100.000 TL budget.

One of the biggest aim of the marketers who use influencer marketing activities is to create purchase intention for advertised product. When we consider popularity and big budgets of Influencer marketing campaigns there should be relations with consumption behavior of targeted audience. There are several consumption theories which can be studied to reveal relations with influencer marketing activities.

## 2.3 CONSUMPTION BEHAVIOR

People integrate into a certain society then learn the values of society and act accordingly. Researches shows that values are critical force that affects human behavior (de Chernatony and oth. 2011). Anthropologists have observed that the behaviors of a particular society arise from the dominant or fundamental values of that society (Schiffman & Kanuk 2000).

Gutman's (1992) Mean-End Chain study is an important approach to understand concept of value. In this study, the author explains Mean-End Chain model on two basic assumptions in terms of consumer behavior. First, values are defined as existing, desired end conditions and they play dominant role in the selection models. Second, people reduce the complexity of selection by grouping the choices into groups or classes, to cope with the complexity of alternative choices. Devrani (2010) studied to elaborate value definitions, important theoretical studies on values and how personal values are related. In his study, it is revealed that personal values should be considered as an important concept in determining the reasons of consumer behaviors and the differences in consumer preferences in the field of marketing. Consumers consider not only technical features but all benefits from purchased products. In modern competitive market fundamental benefits are not enough. Products has many other determinant attributes like style, durability, quality etc. (Hooley & Saunders 1993).

### 2.3.1 Theory of Consumption Values

There are lots of different approaches in order to understand what parameters drives purchase intention. Sheth and oth. (1991) stated that, there are five different values that influence consumer choice when purchasing; functional value, social value, epistemic value and conditional value. One of them or all of them may influence decision. Functional value is defined as "*Benefits that obtained from utilitarian, functional and physical performance of alternatives*". Maximum benefit is the most important thing that affects choices. Price and performance are key parameters. Depending on the product

group, usually functional value is main parameter that affect purchasing when comparing with other values. Social value is defined as “*Benefits that obtained from relation to social groups*”. Social values are related with demographics, social classes, cultural groups, education, income. Preferences are made to increase social status and hierarchy level among social group. Gifts choices or buying visible products usually driven by this value. Emotional value is defined as “*Aroused feelings or reactions to a certain product or condition*”. Represents benefits that obtained from an event which creates emotional reaction. Not only positive emotions affect consumption decision but also negative emotions affect; for example, feeling like anger or fear. Epistemic value is defined as “*Benefits curiosity and innovation from a product*”. Generally technological product purchase intentions belong to this category. Consumers who likes to try new products, or willing to change brands considered as they are in search of novelty and they are making choices with considering epistemic values. Conditional value is defined as “*Benefits that obtained from specific situation and condition which results from that situation*”. Usually it occurs by external sources. For example; in special days or events consumers can make purchasing with conditional values. Environment, time and place are key parameters on this value.

Consumer choice can be affected multiple combinations of mentioned values and all values are independent. For example, a consumer may buy some gold because residential currency is depreciating against dollar and gold is more stable so he/she can secure his/her investment (functional value and emotional value) or can buy a gold necklace in order to create admiration in social environment (social value). Some purchases affected by all five values, especially big purchases like first-time home buying (Sheth and oth. 1991).

Sheth and oth. (1991), stated that theory of consumption values can be applicable to all kind of goods and services but like every theory, this one has also some limitations. The situations in which the theory of consumption values is limited are described as systematic choices and voluntary choices. Accordingly, random choices are excluded from this theory. Random choices are not very common. Occasionally, when consumers do not have an idea of how to make the right choice, random choices may occur. Additionally, consumption theory cannot be valid in choices that are not held voluntarily.

Sometimes choices are made by people other than the consumer himself/herself. For example, situations such as determination which drug to use by the doctor is considered as non-voluntary choice.

According to the Sheth and oth. (1991), reference groups and opinion leaders affect consumption choices. Through interpersonal relations and verbal communication, opinion leaders are highly influential in persuading consumers to buy in terms of creating social value. Opinion leaders has macro influence power on audience and also has higher social status among their (Nawal 2018).

Trust is one of the key parameters between influencer and follower relationship. Both parties are not in face-to-face engagement so influencer creates this trust relations from same interest, opinions or preferences. Opinion leaders are usually accepted as Influencers. (Kim & Tran 2013).

People, as social animals, are programmed to comply with social norms. They think they are governed by their expectations of how others will behave or respond (Brown 2011). Social Identity Theory investigates interpersonal and ingroup relations and individual's self-concept among ingroup and outgroup. Ingroup means close relationships and high level of influence exist among that group. In social media, mentioned social identity occurs in similar way. Significant difference is that; group members don't need to know each other in person and creating a relationship is much faster (Cheung & Lee 2010). When a strong bond exists between a person and a group, significant relation occurs between trust and willingness to consider decisions. Accordingly, influencer creates social bond with follower which is related with social values (Shi and oth. 2013).

According to Goldsmith and oth. (1996), one important parameter that motivates consumption behavior is; get or desire social status or prestige from purchased product or service. Thus, when consumers seek increase in their social status they buy status symbols and those people open affected by other people among same social group.

Consumption of luxury products is related with social status representation and seeking more social status. When those luxury products consumed in public than, it's more conspicuous (Wiedmann and oth. 2009). With popularity of social media today; most of influencer marketing activities are related with social status and values.

Advertisers tries to create emotional aspect with goods or services. The use of emotions is one of the key strategies that marketers use in influencer marketing. With help of an image, a video or interesting text influencer can create emotional bond with follower (Miacon 2016). For example, when new version of ATARI gaming console produced. Firm used influencers to create emotional relation with individual's previous childhood experience. It was very nostalgic to see an item from past and influencers used this in order to create awareness in product and increase sales numbers. When people follow an influencer usually emotional bond occurs in between and they trust influencer, accordingly when influencer share comments or advertisement about a product or brand it creates positive emotions. Also, the choice of the influencer important, brand and influencer should suit each other in order to create emotional values (Barker 2016).

## **2.4 THE DEFINITION AND IMPORTANCE OF Y GENERATION**

Group of individuals which born in same period of time defines as Generation. They have similar social norms and values. They give similar reactions to events and have similar values and characteristics (Bilgihan 2016).

Generation Y term first appeared in n 1993 at Ad Age Magazine in order to distinguish teenagers from Generation X. Usually used to describe people born between 1982-1999. The term used as standard and spread all over the world (Advertising Age 1993).

There are also different start and end date in order to describe the Generation Y like starts from 1980 until 2004. On the other hand, it's not the only term to describe this generation. People called Millenials, Dotcoms, Thumb Generation etc. (Huntley 2006).

### 2.4.1 Characteristics of Y Generation

According to the Kane (2019), some important Y generation characteristics mentioned in below.

- a) Biggest and most growing workforce nowadays.
- b) Use technology a lot in their life or work. They are called Tech-Savvy.
- c) Prefer flexible working environments.
- d) Usually gives priority to family or friends instead of work.
- e) Open for team or collaborative work.
- f) Mainly achievement-oriented.
- g) Wants to get attention.

Generation Y witnessed internet development and they are familiar with term “Viral”. When they like a product they share their opinions and product information with friends and followers (Hare 2012).

Internet is the main component of Generation Y’s daily life. They are using internet as information source, communication source and media source. One important distinctive characteristic of Generation Y, they tend to seek information through online channels when they need an information, therefore it’s easier to come across with a viral or WOM context about a product or a brand (Wangenheim & Bayon 2007).

According to the influence.com (2019), Y generation deeply engages with products or brands through social media when comparing with other generations. And their brand perception is more personal and emotional. Most of them gets interaction with brand through their social media channels and feel responsible to share opinions when use a certain brand or product thus creates engagement. 92 (percent) of Y generation stated that they are trusting influencer recommendations more than brand itself. In order to work with an influencer, you should clearly examine followers and concept of him/her. The content and the message should be clear, without any exaggeration. Brands must speak to heart and brains at the same time.

Additional to Generation Y's internet usage, one other important factor played role on why they are chosen as sample of this paper. According to Fingerman and oth. (2009) parents of Generation Y was raised with much higher financial support comparing with other generations and they tend to consume for status therefore they can be good target segment for influencer marketing advertisements.

Nowadays most of Generation Y has their own purchasing power. They are working on paid jobs and they are using social media for several hours a day. At the time when most of previous researches made Generation Y were depending their families support, however now they are controlling their own revenue and the purpose of this research is to understand if influencer marketing activities affects their purchasing intention or not.

### 3. DATA AND METHODOLOGY

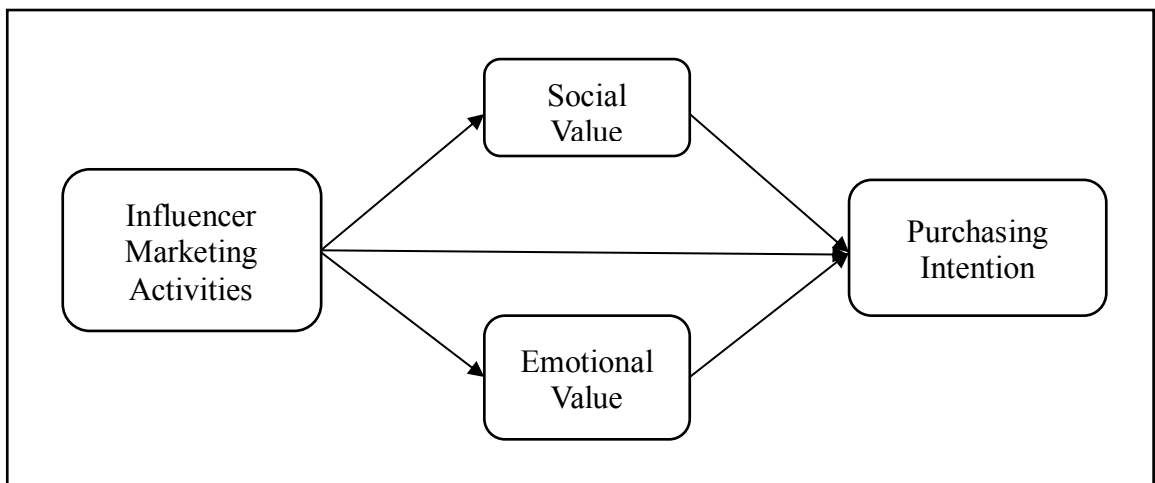
The fact that Influencers are successful in spreading the messages originates from that consumers find influencers sincere by seeing them as one of their own. For this reason, it is assumed that they are used for advertising purposes. Literature review shows; one of the biggest trend in advertisement is to use Influencer for creation of new generation advertisement content. In following parts of the study; research model, samples, variables and demographics included in the research.

#### 3.1 RESEARCH OBJECTIVE

The present study explores the mechanism of influencer marketing. Specifically, the study tests whether influencer marketing affects purchasing intentions through affecting social and emotional value of the product that is marketed.

In order to understand the effects of influencer marketing activities on Generation Y's purchase intention, which are mentioned in literature review with detailed; a research model proposed (Figure 3.1). Model involves influencer marketing activities, its impact on social and emotional values and finally their impact on purchase intention.

**Figure 3.1: Proposed Research Model**



Seven hypotheses are tested in the study:

H1: Influencer marketing activities increase purchasing intention in Generation Y.

H2: Perceived social value of the product increases purchasing intentions in Generation Y.

H3: Perceived emotional value of the product increases purchasing intentions in Generation Y.

H4: Influencer marketing activities increases perceived social value of a product in Generation Y.

H5: Influencer marketing activities increases perceived emotional value of a product in Generation Y.

H6: Perceived social value of a product mediates the relationship between influencer marketing and purchasing intention.

H7: Perceived emotional value of a product mediates the relationship between influencer marketing and purchasing intention.

There are many researches mentioning how influencer marketing term appeared and what are characteristics of influencer. Many of them states that influencer marketing activities are widely used by marketers and market size growing exponentially. However, there are very few researches made to understand how influencer marketing activities creates purchase intention especially on Generation Y. The aim of this research is to understand if influencer marketing activities create social or emotional value; then, if that values occurs do they create purchase intention.

### 3.2 DATA COLLECTION AND METHODOLOGY

Three hundred seventy participants born between 1882 and 1999 (members of Generation Y,  $M_{age} = 24.86$ ,  $SD = 3.80$ ) were recruited for the study that took place online. Influencer Marketing; Instagram posts for Puma's sneaker line RS-X were displayed to the participants either featuring Didem Soydan (a female influencer), Umut Eker (a male influencer), or just the picture of the sneakers posted from Puma's verified Instagram account. Posts are shown in Figure 3.2, Figure 3.3 and Figure 3.4.

Women Influencer;

**Figure 3.2: Woman Influencer "Didem Soydan"**



Source: Instagram

Man Influencer;

**Figure 3.3: Man Influencer “Umut Eker”**



Source: Instagram

Brand's own post

**Figure 3.4: Brand's own post**



Source: Instagram

#### *Social Value;*

The utility derived from the ability of the product to enhance one's social standing was measured with the 4-item Social Value subscale of the Perceived Value Scale (Sweeney & Soutar 2001) on a 5-point scale, answers ranging from *1 = strongly disagree*, to *5 = strongly agree*. The subscale was adapted to Turkish. Items formed a one-dimensional scale (explained variance of 68.83 (percent)), higher scores representing higher social value, Cronbach's alpha of .85 ( $M = 2.40$ ,  $SD = .91$ ).

#### *Emotional Value;*

The utility derived from the emotional experiences through the usage of the product was measured with the 5-item Emotional Value subscale of the Perceived Value Scale (Sweeney & Soutar 2001) on a 5-point scale, answers ranging from 1 = *strongly disagree*, to 5 = *strongly agree*. The subscale was adapted to Turkish. Items formed a one-dimensional scale (explained variance of 70.63 (percent)), higher scores representing higher emotional value, Cronbach's alpha of .90 ( $M = 2.72$ ,  $SD = .93$ ).

#### *Purchasing Intention;*

Purchasing intention was measured with a single item (i.e. "I would be willing to buy this item at the store") on a 5-point scale, answers ranging from 1 = *strongly disagree*, to 5 = *strongly agree* ( $M = 2.55$ ,  $SD = 1.16$ ).

#### *Income Level of the Participants;*

Income level of the participants were measured on a 4-point scale, answers ranging from 1 = *1500 TL and less*, to 4 = *5000 TL and more*.

#### *Social Media Account Ownership;*

Participants were asked whether they owned Facebook, Instagram, Twitter, YouTube and Snapchat accounts.

#### *Procedure;*

Participants were randomly allocated to three groups (i.e. group that saw Didem Soydan's post, group that saw Umut Eker's post and group that saw Puma's post). As the sneakers shown in Didem Soydan's and Umut Eker's posts were gender-specific, only women participants were shown Didem Soydan's post and only men were shown Umut Eker's post. Participants were first asked demographic questions. Later, they were presented with an Instagram post depending on their group and were asked social value, emotional value and purchasing intention questions. Finally, participants in the influencer post groups were asked their impressions and knowledge of the influencers. Questionnaire can be found in Appendix.

### 3.3 ANALYSIS AND RESEARCH FINDINGS

The demographics of the sample is summarized in below tables. Fifty-one percent of the participants were female shown in Table 3.1, while 48 (percent) reported being university graduates shown in Table 3.3. The majority of the sample reported monthly earnings of 3000 TL and above shown in Table 3.2.. All participants reported having a social media account, with the majority having an Instagram ( $n = 322$ ) and YouTube ( $n = 315$ ) accounts shown in Table 3.4. Sixty-nine percent of the participants reported having bought a Puma item before shown in Table 3.5.

**Table 3.1: Gender of the participants**

	Frequency	Percent
Female	187	50.5
Male	183	49.5

**Table 3.2: Monthly income of the participants**

	Frequency	Percent
1500 TL and less	142	38.7
1500 TL – 3000 TL	76	20.7
3000 TL – 5000 TL	81	22.1
5000 TL and more	68	18.5

**Table 3.3: Education level of the participants**

	Frequency	Percent
Masters / PhD graduate	43	11.6
University graduate	179	48.4
High school graduate	148	40.0

**Table 3.4: Social media account ownership**

	Frequency	Percent
Facebook	259	70
Instagram	322	87
Twitter	210	56.8
YouTube	315	85.1
Snapchat	68	18.4

**Table 3.5: Bought a Puma item before**

	Frequency	Percent
Yes	254	69.0
No	114	31.0

In order to test for Hypothesis 1 (“Influencer marketing increases purchasing intention in Generation Y”), an independent samples t-test was conducted. Results indicated that there was no significant difference between participants who saw the Instagram post of the influencers and those who saw Puma’s own post ( $t(368) = -.642, p > .05$ ). Therefore, Hypothesis 1 was not supported. Results are summarized in Table 3.6.

Next, purchasing intention was examined in terms of different demographic characteristics of the participants. Results of one-way ANOVA indicated that there were no significant differences across participants with different income levels ( $F(3,363) = 1.774, p > .05$ ) and education levels ( $F(2,367) = .681, p > .05$ ). Similarly, results of the independent t-tests revealed that participants who have bought Puma items in the past do not differ from those who have not in terms of purchasing intention ( $t(366) = 1.098, p > .05$ ). However, women reported significantly higher purchasing intentions compared to men ( $t(368) = 3.468, p = .001$ ). Finally, a regression analysis was conducted in order to test whether purchasing intentions was affected by age, however, no significant differences were found ( $\beta = .072, p > .05$ ).

In order to test for Hypothesis 2 (“Perceived social value of the product increases purchasing intentions in Generation Y”), a regression analysis was conducted. Results indicated that social value is a significant predictor of purchasing intentions ( $\beta = .44, p < .001$ ). As perceived social value of a product increases, purchasing intention increases. Therefore, Hypothesis 2 was supported.

Next, perceived social value of a product was examined in terms of different demographic characteristics of the participants. There were no significant differences across

participants with different income levels ( $F(3,363) = 2.125, p > .05$ ) or education levels ( $F(2,367) = .032, p > .05$ ) in terms of their perceived social value of a product (as indicated by the one-way ANOVA tests). Similarly, results of the independent t-tests revealed that perceived social value of the product did not differ across participants who have bought Puma items in the past do not differ from those who have not in terms of perceived social value of the product ( $t(366) = -.619, p > .05$ ), or across men and women ( $t(368) = .052, p > .05$ ). Finally, results of the regression analysis revealed that perceived social value of the product was not affected by age ( $\beta = .011, p > .05$ ).

In order to test for Hypothesis 3 (“Perceived emotional value of the product increases purchasing intentions in Generation Y”), a regression analysis was conducted. Results revealed that emotional value is a significant predictor of purchasing intentions ( $\beta = .76, p < .001$ ), suggesting that purchasing intention increases as perceived emotional value of a product increases. Therefore, Hypothesis 3 was supported.

Next, perceived emotional value of a product was examined in terms of different demographic characteristics of the participants. Results of one-way ANOVA indicated that there were no significant differences across participants with different income levels ( $F(3,363) = .183, p > .05$ ) and education levels ( $F(2,367) = .096, p > .05$ ). Results of the independent t-tests indicated that participants who have bought Puma items in the past do not differ from those who have not in terms of purchasing intention ( $t(366) = -.112, p > .05$ ). However, women had significantly higher emotional value scores compared to men ( $t(368) = 2.989, p = .003$ ). Finally, a regression analysis revealed that age did not predict emotional value of a product ( $\beta = -.020, p > .05$ ).

Independent samples t-tests were conducted in order to test for Hypothesis 4 (“Influencer marketing increases perceived social value of a product in Generation Y”) and Hypothesis 5 (“Influencer marketing increases perceived emotional value of a product in Generation Y”). Results revealed that there was no significant difference between participants who saw the Instagram post of the influencers and those who saw Puma’s own post in terms of perceived social value of the product ( $t(368) = -.131, p > .05$ ), or perceived emotional

value of the product ( $t(368) = 1.334, p > .05$ ). Therefore, Hypotheses 4 and 5 were not supported. Results are summarized in Table 3.6.

**Table 3.6: Purchasing intention, social value, emotional value and across influencer and no-influencer groups**

	Influencer Group (n = 211)	No- influencer group (n = 159)	t-score	p-value
Purchasing intention (H1)	2.52 (1.17)	2.60 (1.14)	-.642	.51
Social Value (H4)	2.40 (.93)	2.39 (.87)	-.131	.90
Emotional Value (H5)	2.66 (.92)	2.79 (.93)	1.334	.18

Finally, Hypothesis 6 and 7 (“Perceived social value of a product mediates the relationship between influencer marketing and purchasing intention” and “Perceived emotional value of a product mediates the relationship between influencer marketing and purchasing intention”) were not tested due to the non-existing relationship between influencer marketing and social / emotional value of the product.

#### 4. DISCUSSION AND CONCLUSIONS

According to the literature review and published marketing budgets of brands, it's clear that investing on influencer marketing advertisements are getting popular every day. Since it's much cheaper than traditional media and advertisement channels and social media usage of targeted audience is increasing, using influencer as advertisement channel is a new trend.

The aim of the study was to find a relation between influencer marketing activities and purchase intention for a certain target group which is Generation Y. And based on literature review, it was proposed that influencer marketing activities creates social and emotional values and thus effects purchase intention. Furthermore; within the scope of consumption values theory, social and emotional value relations with influencer marketing activities investigated and then their effect on purchase intention is tested. Based on proposed research model, several hypotheses proposed and one latest influencer marketing campaign from Puma brand had been chosen which is about sneakers.

It is found that; there's no significant difference between brand's own post and influencer post even though influencer posts got more likes on Instagram account with measured campaign. Also, according to the survey results, purchase intention of women participants are higher than men participants. However, this could be reason of woman participants liked the product more than man participants or woman influencer is more popular and adored than man influencer. Before stating that women are more effected from influencer marketing activities; there should be more researches about difference reactions between woman and man consumers in terms of how influencer marketing activities affect them.

Influencer choice is important, it should match with brand and product. Influencer must be known from targeted audience. In this research; even though, Umut Eker accepted as Influencer with his 222.000 follower general audience do not know him and their opinions about the product do not differs from brand's own post. On the other hand, if influencer is known and match with product or brand it's also important that audience generally has positive impressions about the influencer.

Output side of theoretical model shows; social value affects purchase intention significantly. Even though no notable relation found between influencer marketing activities and social values from this research; it's clear that if marketers want to increase purchase intention, they should find ways to create social values with influencers marketing related sharing of influencers. Besides, demographics like income, education or gender do not affect social value in terms of its relation with purchase intention.

Likewise, when we look at the emotional value, it affects purchase intention as well. Marketers should also work on finding ways to create emotional values with influencers marketing activities in order to increase purchase intention. As in social value, relation between emotional value and purchase intention doesn't affected from demographics like income, education or gender. However, from the results we can say that women are more likely to give higher points in emotional value questions so their perceived emotional value from a product is higher than men.

#### **4.1 MANAGERIAL IMPLICATIONS**

Marketers should consider that creating purchase intention is not easy. Individuals have lots of different considerations before purchasing a product. Sometimes an advertorial drives the person sometimes the need. Since social values and emotional values are related with purchasing intention; marketers should promote products with creating emotional and social bond through an influencer. The choice of Influencer is important, target audience should be stated accurately and then an influencer must be selected accordingly.

In this study only one product and one brand used to measure effects of influencer marketing activities on Generation Y's purchase intentions. It is obvious that variety of different researches also should be made with different products and brands in order to get more reliable outcomes.

## **4.2 RESEARCH LIMITATIONS AND FUTURE RESEARCH**

At the end of the study, it's important to mention what the limitations were through the research. Since the survey made through online channel (qualtrics.com) there were low control over participants. Chosen product is visible product from a sports brand and everybody has different taste of fashion, so some people may like it and some people may not. That's why opinions about product itself should get ahead of values that influencers create.

The scales that used were not in native language so it's translated which can cause some misunderstanding or confuse. Also, research conducted in Turkey with Turkish citizens, results may vary in different countries or cultures.

Furthermore, as mentioned in previous part of study the survey made with one specific product. In future researches more contents can be used. Additional to the content of survey other platforms also can be used like YouTube or Facebook since they are popular as much as Instagram. Also, there are variety of different influencer and brand cooperation, other brands and influencers can be investigated as well.

Future researches can focus only followers of selected influencer in order to understand relations better. Survey in this research made to general Y generation audience.

Additionally, there are different consumer behavior theories and different approaches to understand purchasing drivers that can be examined in future researches, for example instead of purchasing intentions, real life buying behavior can be studied.

Moreover, Influencer marketing concept is relatively new concept and even though some previous researches found that it increases purchase intentions, there may not be direct relation with influencer activity in terms of sales.

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## APPENDIX



Q1.Cinsiyetiniz nedir?

- a. Kadın      b. Erkek

Q2.Yaşınız nedir (ör. 25)?

Q3.Medeni durumunuz nedir?

- a. Bekar      b. Evli

Q4.En son mezun olduğunuz okul nedir?

- a. Lisansüstü (Yükseklisans, Doktora vb.)  
b. Üniversite  
c. Lise

Q5.Aylık gelir düzeyiniz nedir?

- a. 1.500 TL ve altı  
b. 1.500 TL – 3.000 TL  
c. 3.000 TL – 5.000 TL  
d. 5.000 TL ve üzeri

Q6.Aşağıdaki sosyal medya sitelerinden hangilerini kullanıyorsunuz? Birden fazla sosyal medya sitesini seçebilirsiniz.

- a. Facebook  
b. Instagram  
c. Twitter  
d. Youtube  
e. Snapchat

Yukarıda Puma'nın yeni ayakkabı serisi RS-X için "Influencer ..... ile yaptığı işbirliği sonucu paylaşılan / kendi hesabından yaptığı" Instagram paylaşımı bulunmaktadır. Yukarıdaki fotoğrafa dayanarak lütfen aşağıdaki sorulara ne derece katıldığınızı belirtin.  Bu AYAKKABI....	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne de katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Q7. Başkaları tarafından kabul görmemde yardımcı olur	1	2	3	4	5
Q8. Başkaları tarafından daha iyi algılanmamı sağlar	1	2	3	4	5
Q9. Başkalarında iyi bir izlenim bırakır	1	2	3	4	5
Q10. Sahibinin sosyal olarak kabul görmesini sağlar	1	2	3	4	5
Q11. Keyif alacağım bir üründür	1	2	3	4	5
Q12. Bende onu kullanma isteği yaratır	1	2	3	4	5
Q13. Rahatça kullanabileceğim bir üründür	1	2	3	4	5
Q14. Bana kendimi iyi hissettirir	1	2	3	4	5
Q15. Bana zevk verir	1	2	3	4	5
Q16. Bu ürünü mağazada satın almak isterim	1	2	3	4	5

Q17. Daha önce Puma markasının herhangi bir ürününü satın aldınız mı?

- a. Evet      b. Hayır

